

Business & Personal Goal Assessment



Personal Change, Business Leadership, Life Success

1) How do you feel about life right now?

I feel blessed to have work that is important and that I enjoy.

2) What one thing are you most proud of in the last year? In your life overall?

Building the business to the point it is now. Being able to create a business that supports our family (Frank and I) as well as Jana and the other bookkeepers.

3) If you could change one thing about your life what would it be?

More time to relax and be healthier.

4) What do you want out of life?

To continue to learn and grow, time to spend with my friends and family, travel to different parts of the US with enough time to really learn about the area.

5) What do you want to give to your family?

Security, fun, love.

6) What do you want to give to your community?

Help small businesses be more successful. Help educate people (and children) about business. Also get back to educating about our country and government.

7) What do you want to give to your profession?

Elevate bookkeeping / organization so people understand the importance to the overall health of the business.

8) How do you think you could use your business to do these things in #4 - #7?

Grow the business with talented people. Develop training and seminars, write books.

9) What is your vision for your business?

Hire more talented people and grow the core business so that it runs without me. Possibly develop franchise. Then use more of my time (& Jana's) to develop the training & seminars – write book.

10) What keeps you up at night about your business?

Cash flow but that is getting better. Now it's hiring someone who can analyze new leads, set up the system and oversee the bookkeepers.

11) What one thing would you like to change most about your business?

The number of hours I have to work.

12) How long do you see yourself doing what you are currently doing?

I'd like to be able to move more into the writing, seminars in about a year to 18 months. I'd like to continue writing and doing seminars for 5-8 years after that.

13) What is your plan for making this happen (exit strategy)?

Hire one or two people as accounting managers, give Jana more management responsibility, freeing up my time to work with coach on writing and speaking.

14) What are the top 3 risk that you see in your business right now?

Top risk is my health, 2nd is Jana's health and interest level, 3rd is missing critical deadlines.

15) Could you see any of those risks affecting your personal life or quality of life in general? If so which one(s) and why?

Yes because anything that negatively affects the business also affects my personal life, especially my health.

16) How do you think people feel about working here? (what kind of turn over do you have)

I think people enjoy the work although I think we need more "face-time" with the bookkeepers. So far, turnover has been low (exception: original accounting managers)

17) What is your relationship with your employees like?

I think we have good working relationships but sometimes I think they feel a little stranded because I don't have enough time with them. I think they respect me and know that I respect them.

18) If you had to let someone go how would it make you feel?

I don't like to let anyone go but I usually feel that if the person isn't working out in the job, there is a better fit for that person elsewhere.

19) Do you enjoy coming to work? Why or why not?

I love my work but would like to work fewer hours.

20) What short-term business objectives are you currently focused? Why?

- Hiring a qualified person to supervise.
- Adding two more bookkeepers and have enough work to keep them busy.
- Going back to my coach to begin working on seminars.

21) GO BACK TO 9): How would these new ideas and realizations change your vision for your business?

Vision is still the same.

22) DO you feel your business vision is aligned with your personal goals & values? Why or why not

Yes, my business is aligned with my personal goals of helping people manage their businesses and lead better, more balanced lives.

23) If they were, how do you think it would improve your quality of life?

If my life was more balanced, it would improve my quality of life.

24) How do you feel your current business objectives are helping you move toward your vision?

If I meet those objectives, my life will be less stressed and I will be able to focus on the next steps.

25) What do you feel are the top 3 obstacles keeping you from achieving your vision and why?

- I spend too much time working IN the business rather than ON the business.
- I put my clients' priorities ahead of our business priorities (how do we NOT do that?)
- Allow myself to get distracted rather than focus on our goals.

26) What is your income goal for your business?

Net \$250,000 annual after salaries of \$80,000 to \$120,000 for myself and Jana. (That would be \$1 million in sales.)

27) What is your current average monthly revenue?

\$20,000 (\$240,000 annual) - gross

28) How many different sources of revenue do you generate under your current business model? List these current sources.

Consulting/analysis, bookkeeping, payroll company revenue sharing, merchant services revenue sharing